

# PRESS RELEASE



City of Seal Beach  
211 Eighth Street  
Seal Beach, CA 90740

January 4, 2021  
FOR IMMEDIATE RELEASE

Contact: Lieutenant Nick Nicholas  
(562) 799-4100 ext. 1160  
nnicholas@sealbeachca.gov

## **Seal Beach Police Department CARES Campaign for 2021**

SEAL BEACH, CA. – For 2021, the Seal Beach Police Department wants to remind the community that it CARES.

Seal Beach Police Chief Philip L. Gonshak has released his vision statement for 2021. This year's focus will be on the community, and how the SBPD will continue to CARE for the Seal Beach community.

- **C – Community Traffic Safety**
  - The Seal Beach Police Department will continue to focus on community traffic safety. By reorganizing the SBPD Traffic Bureau, we will be able to direct the traffic resources already at our disposal. Traffic enforcement officers will be both reactive and proactive, responding to community complaints and safety issues as they arise. We will target specific traffic trends in need of enforcement efforts such as street racing, commercial enforcement, and Leisure World issues.
- **A – Always Listening and Learning**
  - The Seal Beach Police Department is dedicated to listening and learning from the community. We will collaborate with the community to determine exactly what they expect from their police department and how we can work together to improve community relations.

- **R – Responsive to Quality of Life Issues**

- Besides working to drive down crime in Seal Beach, we will also continue to focus on quality of life issues and respond to all calls for service, regardless of the nature.

- **E – Enhance Partnerships with Residents, Businesses, and Visitors**

- We will improve the level and efficiency of the service we provide through enhanced community partnerships. Opportunities for community outreach will be organized with the objective of seeking input on new and continuing local issues for global based strategies and problem-solving.

- **S – Strengthen Relationships with McGaugh Students and Faculty**

- The Seal Beach Police Department will provide opportunities for positive interactions with McGaugh students, parents, faculty, and the SBPD staff.

“We are very excited for a busy and productive 2021,” said Chief of Police Phil Gonshak. “The year 2020 brought many challenges that we worked diligently to overcome and I cannot thank the hardworking men and women of the Seal Beach Police Department enough for all their efforts. We also want to thank the Seal Beach City Council for approving the Seal Beach Police Department Reorganization Plan and City Manager Jill Ingram for her support and guidance along the way. I know there will be new challenges in 2021, but we look forward to working with the community on new and innovative strategies to help protect Seal Beach.”

To learn more about the ways the Seal Beach Police Department helps to keep our community safe, follow us on Instagram, Facebook and Twitter @sealbeachpolice.

#####